

Further, at block **610**, the billboard segmenter **126** links the event (e.g., accessing the website) to the segment.

**[0060]** Upon determining that the segment is not associated with an event at block **606** or upon linking the event to the segment at block **610**, the billboard segmenter **126** determines whether there is another of the segments **202**, **204**, **206**, **208**, **210**, **212** of the image **200** (block **612**). If the billboard segmenter **126** determines that there is another segment, the method **600** repeats blocks **604**, **606**, **608**, **610**, **612** until no other segment of the image **200** is identified.

**[0061]** Upon completing block **612**, the billboard segmenter **126** generates the billboard interface **300** (block **614**). For example, the billboard segmenter **126** generates the billboard interface **300** to include the segments **202**, **204**, **206**, **208**, **210** and the corresponding hyperlinks to initiate the corresponding events. At block **616**, the communication module **410** of the mobile device **102** sends the billboard interface **300** to the communication module **114** of the vehicle **100**.

**[0062]** At block **618**, the communication module **114** of the vehicle **100** receives the billboard interface **300** from the communication module **410** of the mobile device **102**. At block **620**, the display **120** of the vehicle **100** presents the billboard interface **300** for the user **104**. At block **622**, the billboard linker **128** of the vehicle **100** determines whether a segment of the billboard interface **300** has been selected by the user **104**. If the billboard linker **128** determines that a segment has not been selected, the method returns to block **620**. Otherwise, if the billboard linker **128** determines that a segment has been selected, the method **600** proceeds to block **624** at which the billboard linker **128** performs the event associated with the selected segment. For example, if the billboard linker **128** determines that the user **104** has selected the first segment **202** (block **622**), the billboard linker **128** presents the website to the user **104** via the display **120**. After block **624** is completed, the method **600** ends.

**[0063]** In this application, the use of the disjunctive is intended to include the conjunctive. The use of definite or indefinite articles is not intended to indicate cardinality. In particular, a reference to “the” object or “a” and “an” object is intended to denote also one of a possible plurality of such objects. Further, the conjunction “or” may be used to convey features that are simultaneously present instead of mutually exclusive alternatives. In other words, the conjunction “or” should be understood to include “and/or”. The terms “includes,” “including,” and “include” are inclusive and have the same scope as “comprises,” “comprising,” and “comprise” respectively.

**[0064]** The above-described embodiments, and particularly any “preferred” embodiments, are possible examples of implementations and merely set forth for a clear understanding of the principles of the invention. Many variations and modifications may be made to the above-described embodiment(s) without substantially departing from the spirit and principles of the techniques described herein. All modifications are intended to be included herein within the scope of this disclosure and protected by the following claims.

What is claimed is:

1. A method for generating billboard interfaces for vehicle displays, the method comprising:

- obtaining, via a camera, an image of a billboard;
- identifying, via a processor, a segment of the image;
- determining an event associated with the segment;

- generating a billboard interface to include a hyperlink of the segment that initiates the event; and
- communicating, via a communication module, the billboard interface to a vehicle display for presentation to a user.

2. The method of claim 1, wherein the segment includes an address associated with the image of the billboard.

3. The method of claim 2, further including presenting visual directions to the address via the vehicle display upon selection of the segment.

4. The method of claim 2, further including presenting audible directions to the address upon selection of the segment.

5. The method of claim 1, wherein the vehicle display is a touch screen.

6. The method of claim 5, further including:

- detecting a selection of the segment of the billboard interface via the touch screen; and
- initiating the event via the hyperlink upon detecting the selection.

7. The method of claim 1, further including:

- identifying a second segment of the image different than the segment;
- determining a second event associated with the second segment, the second event different than the event; and
- generating the billboard interface to further include a second hyperlink of the second segment that initiates the second event.

8. A system for presenting billboard interfaces, the system comprising:

a mobile device to:

- obtain, via a camera, an image of a billboard;
- identify, via a processor, a segment of the image;
- determine an event associated with the segment; and
- generate a billboard interface to include a hyperlink of the segment that initiates the event; and

a vehicle to:

- receive the billboard interface from the mobile device; and
- present, via a display, the billboard interface.

9. The system of claim 8, wherein the display of the vehicle is a touch screen configured to detect a selection of the segment of the billboard interface presented via the touch screen.

10. The system of claim 8, wherein the vehicle includes a microphone to receive audible instructions to select the segment of the billboard interface presented via the display.

11. The system of claim 8, wherein the vehicle initiates the event via the hyperlink upon the segment of the billboard interface being selected.

12. The system of claim 11, wherein the vehicle includes a billboard linker to detect selection of the segment and initiate the event via the hyperlink upon detecting the selection of the segment.

13. The system of claim 8, wherein the mobile device:

- identifies a second segment of the image different than the segment;

- determines a second event associated with the second segment, the second event different than the event; and
- generates the billboard interface to further include a second hyperlink of the second segment that initiates the second event.

14. The system of claim 13, wherein the event is a phone call to a phone number associated with the image of the